TIME: 7:29
DATE: 12/8/54 , 12/15/54
SPONSOR: EMPSALLS
SOLICITOR: MALMUD

NOW THAT THE SKIING SEASON IS ABOUT TO DESCEND UPON US, A WORD OF ADVICE FROM EMPSALLS TO YOU WHO ARE MOST FAMILIAR WITH THE SPORT. THE SKI BOOT IS THE MOST IMPORTANT SINGLE ITEM IN YOUR ENTIRE OUTFIT. A SLOPPY FIT WILL GIVE SLOPPY CONTROL. A TIGHT FIT, CRAMPED AND FROZEN FEET. AN UNCOMFORTABLE BOOT WILL MAKE THE WONDERFUL SPORT OF SKIING A THING OF MISERY, YOUR FEET SHOULD BE SNUGLY ENCASED IN PURE COMFORT. THAT'S WHY EMPSALLS SPORT SHOP CARRIES SO MANY DIFFERENT BRANDS OF SKI BOOTS. THEY KNOW THAT YOU'LL BE ABLE TO FIND THE PERFECT FIT THAT IS SO IMPORTANT. LISTEN TO THE CHOICE YOU HAVE: TYRAL, LE TRAPPEUR, RAICHLE, SIBERNORG CONTINENTAL, AND THREE STYLES OF HENKE. PRICES RANGE FROM $18.50 TO $41.50. YOU'LL FIND MOST ANYTHING BUT A POOR SKI BOOT AT EMPSALLS SPORT SHOP, THE MOST COMPLETE LADIES' OUTFITTERS IN TOWN FOR SKIING. LOCATED IN THE HEART OF GREEN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW 7:30

ANN. SIGNATURE: Anne Williston